

ABSTRACT

The invention relates to a printing device for printing sheet elements (2) that are serially fed to the printing device, in particular product labels made of temperature-sensitive paper or paper substitute materials, comprising at least two separate feed devices (3a, ..., 3f) for each liner strip (1) comprising the sheet elements (2), wherein each feed device (3a, ..., 3f) comprises a peeling-off device (4a, ..., 4f) for peeling the sheet elements (2) from the liner strip (1), and wherein the feed devices (3a, ..., 3f) are associated with a print head (5a, ..., 5f) with a thermal slat (6a, ..., 6f) for printing a sheet element supported by a counterpressure surface (7a, ..., 7f), and comprising an application device (8) for removing the printed sheet element from the print head (5a, ..., 5f) and for applying said printed sheet element to a product. It is the object of the invention to further develop a device of the type mentioned in the introduction such that the mechanical design is simplified, the variability of the design is enhanced and the print quality is improved. This object is met in that the counterpressure surface (7a, ..., 7f) forms part of the print head (5a, ..., 5f).

Fig. 2 is intended for publication.